

Replacement Sheet 1/17

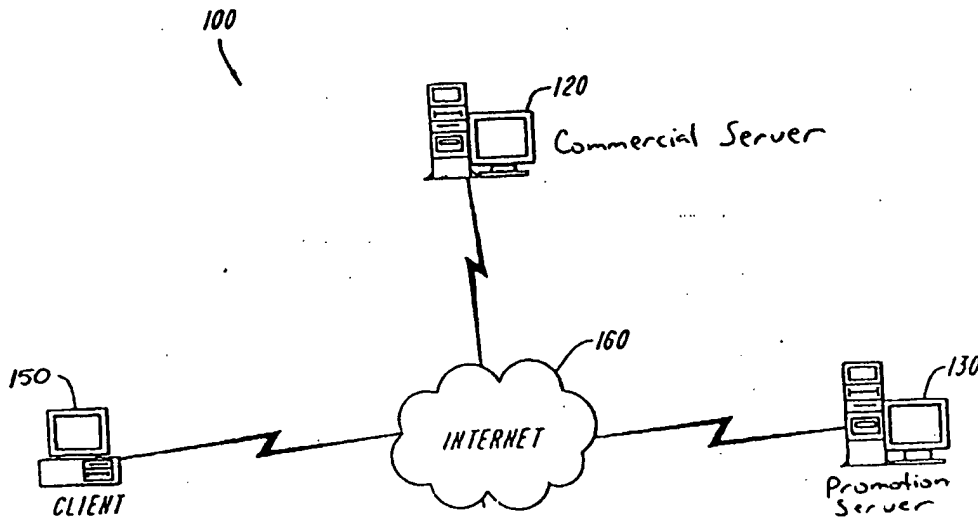


FIG. 1

Best Available Copy



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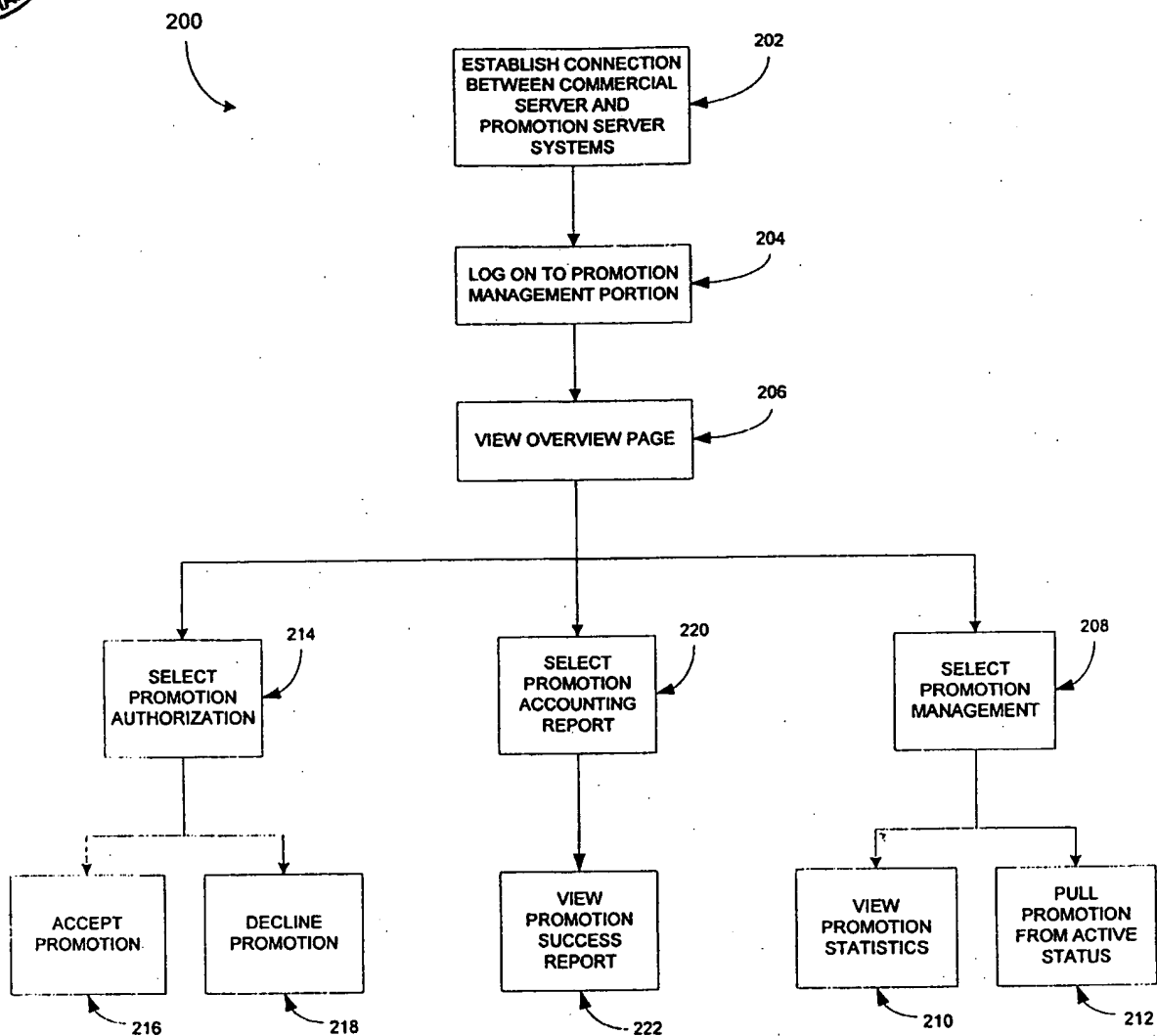


FIG. 2

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Replacement Sheet 3/17



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports
My OneClip

Demo User - Demo Retailer
[Log Off](#)

My Oneclip

(Customize)

Summary

Active Promotions = 2
Starting this Month = 0
Ending this Month = 1

Quick Links

[Manage Promotions](#)
[Authorize Promotions](#)
[Accounting Report](#)

Top Promotions (redeemed/issued)

| ID | Title | Redeemed/Issued | Action |
|------|---------------------------------------|-----------------|-----------------------|
| 6192 | Get 1 Demo Product1 free. | 83.5% | stats |
| 6094 | Buy 1 Demo Product1 get US\$0.10 off. | 65.4% | stats |
| 6091 | Buy 1 Demo Cola get US\$0.20 off. | 42.6% | stats |

Least Productive (redeemed/issued)

| ID | Title | Redeemed/Issued | Action |
|------|---------------------------------------|-----------------|-----------------------|
| 6091 | Buy 1 Demo Cola get US\$0.20 off. | 42.6% | stats |
| 6094 | Buy 1 Demo Product1 get US\$0.10 off. | 65.4% | stats |
| 6192 | Get 1 Demo Product1 free. | 83.5% | stats |

Top Promotions (redeemed)

| ID | Title | Redeemed | Action |
|------|---------------------------------------|----------|-----------------------|
| 6192 | Get 1 Demo Product1 free. | 334 | stats |
| 6094 | Buy 1 Demo Product1 get US\$0.10 off. | 327 | stats |
| 6091 | Buy 1 Demo Cola get US\$0.20 off. | 213 | stats |

Least Productive (redeemed)

| ID | Title | Redeemed | Action |
|------|---------------------------------------|----------|-----------------------|
| 6091 | Buy 1 Demo Cola get US\$0.20 off. | 213 | stats |
| 6094 | Buy 1 Demo Product1 get US\$0.10 off. | 327 | stats |
| 6192 | Get 1 Demo Product1 free. | 334 | stats |

Fig 3

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Replacement Sheet 4/17



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports
Manage Authorize

Demo User - Demo Retailer
[Log Off](#)

Manage

Creation Date

All Dates

Promotion Status

Any Status

View as

Text

Site: Demo Site

Title

Contains

Promotion
ID

Title

Site

Start

Stop

Status

Actions

6091

Buy 1 Demo Cola get
US\$0.20 off.Demo
Site

03-15-2000

04-19-2000

Active

[Stats](#)
[Pull](#)

6094

Buy 1 Demo Product1 get
US\$0.10 off.Demo
Site

04-01-2000

05-31-2000

Inactive

[Stats](#)

6192

Get 1 Demo Product1 free.

Demo
Site

03-27-2000

05-31-2000

Active

[Stats](#)
[Pull](#)

Fig. 4

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Replacement Sheet 5/17



Perma Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports
Manage Authorize

272

Demo User - Demo Retailer
[Log Off](#)

View Stats

Buy 1 Demo Cola get US\$0.20 off. Site: Demo Site



| ID | Start | Stop | Rule | |
|--------------------|------------|---------------------|--------------------------------|----------------------|
| 6091 | 03-15-2000 | 04-19-2000 | Buy 1, get US\$ 0.20 discount. | |
| Issued | Viewed | Clicked | Redeemed | Purchased |
| 10,000 | 30,829 | 15,635 | 10,074 | \$31,820.00 |
| | | | | Saved \$1,695.00 |
| Clicked / Viewed | | Redeemed / Viewed | | Redeemed / Clicked |
| 50.72% | | 32.68% | | 64.43% |
| Purchases / Viewed | | Purchases / Clicked | | Purchases / Redeemed |
| \$1.03 | | \$2.04 | | \$3.16 |

Promotion's List

Buy 1 Demo Cola get US\$0.20 off. (6091)

Data Ranges

Promotion's Life

Graph Type

☒ Counters

☐ Values

Graph Data

☒ Views

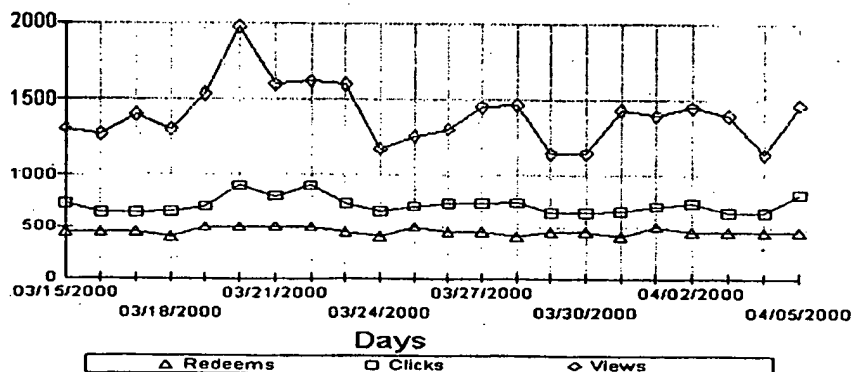
☒ Clicks

☒ Redeems

☒ Purchases

☒ Saves

Promotions Redeemed from March 15, 2000 to April 5, 2000



<< Back to Home

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Partner Resource Center

Virtual Promotions. Real Results.™

| | | |
|--------|------------|---------|
| Home | Promotions | Reports |
| Manage | Authorize | |

Demo User - Demo Retailer
[Log Off](#)

Pull Promotion



Buy 1 Demo Cola get US\$0.20 off.

284



Offer: Buy 1, get US\$ 0.20 discount.
Start Date: 3/15/00
End Date: 4/19/00
Qty. Issued: 10000
Qty. Redeemed: 0

286



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Fig. 6

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Replacement Sheet 7/17



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports
Manage Authorize

Demo User - Demo Retailer
Log Off

Authorize

Creation Date Start Date End Date Promotion Status View as
All Dates All Dates All Dates New Text

292 →

Site: Demo Site

Title Contains

290

298 →

| Promotion ID | Title | Site | Start | Stop | Actions |
|--------------|--|-----------|------------|------------|-----------------|
| 5331 | Sign up for America Online and get \$15 off. | Demo Site | 02-01-2000 | 05-31-2000 | Accept, Decline |
| 6092 | Buy 3 Demo-Cola get 1 free. | Demo Site | 05-16-2000 | 06-21-2000 | Accept, Decline |
| 6099 | buy 2 get 2 free | Demo Site | 05-04-2000 | 05-31-2000 | Accept, Decline |

300

302

Fig. 7

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MAR 22 2006
PATENT & TRADEMARK OFFICE

Replacement Sheet 8/17



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports
Manage Authorize

Demo User - Demo Retailer
[Log Off](#)

Accept Promotion



Buy 3 Demo-Cola get 1 free.

Start Date: 5/16/00

End Date: 6/21/00

Qty. Issued: 5000

Rule label: Buy 3 and get 1 free.

| UPC | Brand | Description | Retailer SKU |
|----------|------------|---------------|--------------|
| Buy | | | |
| UPCDEMO1 | Demo Brand | Demo Product1 | |
| Get | | | |
| UPCDEMO1 | Demo Brand | Demo Product1 | |

306



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Fig. 8

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Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports
Manage Authorize

Demo User - Demo Retailer
Log Off

308
↙

Decline Promotion

Title: Buy 3 Demo-Cola get 1 free.

Offer: Buy 3 and get 1 free.

Start Date: 5/16/00

End Date: 6/21/00

Qty. Issued: 5000

| UPC | Brand | Description | Retailer SKU |
|----------|------------|---------------|--------------|
| Buy | | | |
| UPCDEMO1 | Demo Brand | Demo Product1 | |
| Get | | | |
| UPCDEMO1 | Demo Brand | Demo Product1 | |

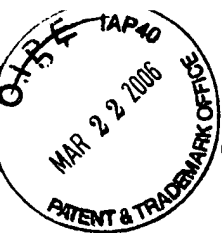
3/0



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Replacement Sheet 10/17



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports
Accounting Success

320

312

Demo User - Demo Retailer
Log Off

Accounting Report

314

Date Range
☒ All Dates

From:

To:

Site: Demo Site

Report Type

Total Results Only

316

318A

Promotion
6091 Buy 1 Demo Cola get US\$0.20 off.
Total

Date

Redeemed

Amount

10,074

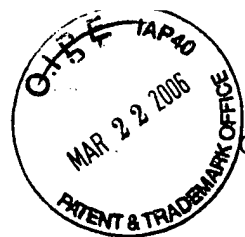
\$ 2,014.80

10,074

\$ 2,014.80

Fig. 10A

Best Available Copy



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports
Accounting Success 320

Demo User - Demo Retailer
Log Off

Accounting Report

314 →

Date Range
All Dates

From:

To:

Site: Demo Site

Report Type

Results by Day

26

Report

Promotion
6091 Buy 1 Demo Cola get US\$0.20 off.

| Date | Redeemed | Amount |
|-------------|----------|---------|
| Mar-15-2000 | 454 | \$90.80 |
| Mar-16-2000 | 454 | 90.80 |
| Mar-17-2000 | 454 | 90.80 |
| Mar-18-2000 | 408 | 81.60 |
| Mar-19-2000 | 499 | 99.80 |
| Mar-20-2000 | 499 | 99.80 |
| Mar-21-2000 | 499 | 99.80 |
| Mar-22-2000 | 499 | 99.80 |
| Mar-23-2000 | 454 | 90.80 |
| Mar-24-2000 | 408 | 81.60 |
| Mar-25-2000 | 499 | 99.80 |
| Mar-26-2000 | 454 | 90.80 |
| Mar-27-2000 | 454 | 90.80 |
| Mar-28-2000 | 408 | 81.60 |
| Mar-29-2000 | 454 | 90.80 |
| Mar-30-2000 | 454 | 90.80 |
| Mar-31-2000 | 408 | 90.80 |
| Apr-1-2000 | 499 | 81.60 |
| Apr-2-2000 | 454 | 99.80 |
| Apr-3-2000 | 454 | 90.80 |
| Apr-4-2000 | 454 | 90.80 |
| Apr-5-2000 | 454 | 90.80 |

Total of: Buy 1 Demo Cola get US\$0.20 off.

10,074 \$2,014.80

Total

10,074 \$2,014.80

318b ↙

Fig. 10B

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Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports
Accounting Success

Demo User - Demo Retailer
Log Off

Success

324

BEGIN Date Range: ☒ All Dates ☐ []

END Date Range: ☒ All Dates ☐ []

Promotion Status: ☒ Any Status ☐ []

From: []

From: []

Success Measure: ☒ Redeemed/Issued ☐ []

To: []

To: []

Promotion ID: Contains []

322

328

326

330

| ID | Title | Begin | End | Redeemed/Issued <input checked="" type="radio"/> |
|------|---------------------------------------|------------|------------|--|
| 6192 | Get 1 Demo Product1 free. | 04-27-2000 | 05-31-2000 | 83.5% |
| 6094 | Buy 1 Demo Product1 get US\$0.10 off. | 04-01-2000 | 05-31-2000 | 65.4% |
| 6091 | Buy 1 Demo Cola get US\$0.20 off. | 03-15-2000 | 04-19-2000 | 42.6% |

Fig. 11

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0155 1AP40
MAR 22 2006
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Replacement Sheet 13/17

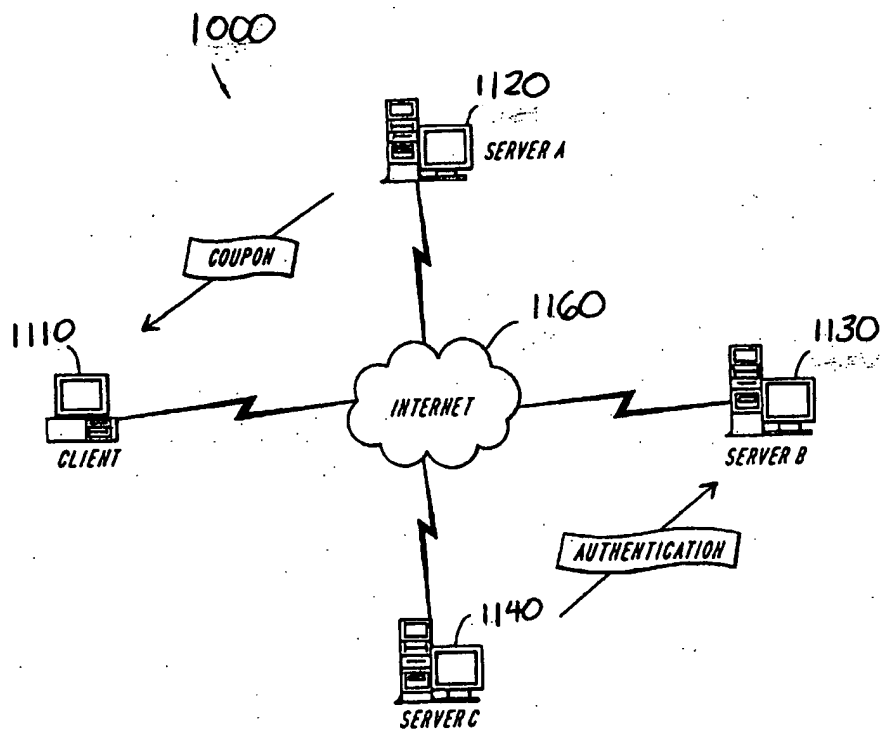


FIG. 101

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Replacement Sheet 14/17

2000

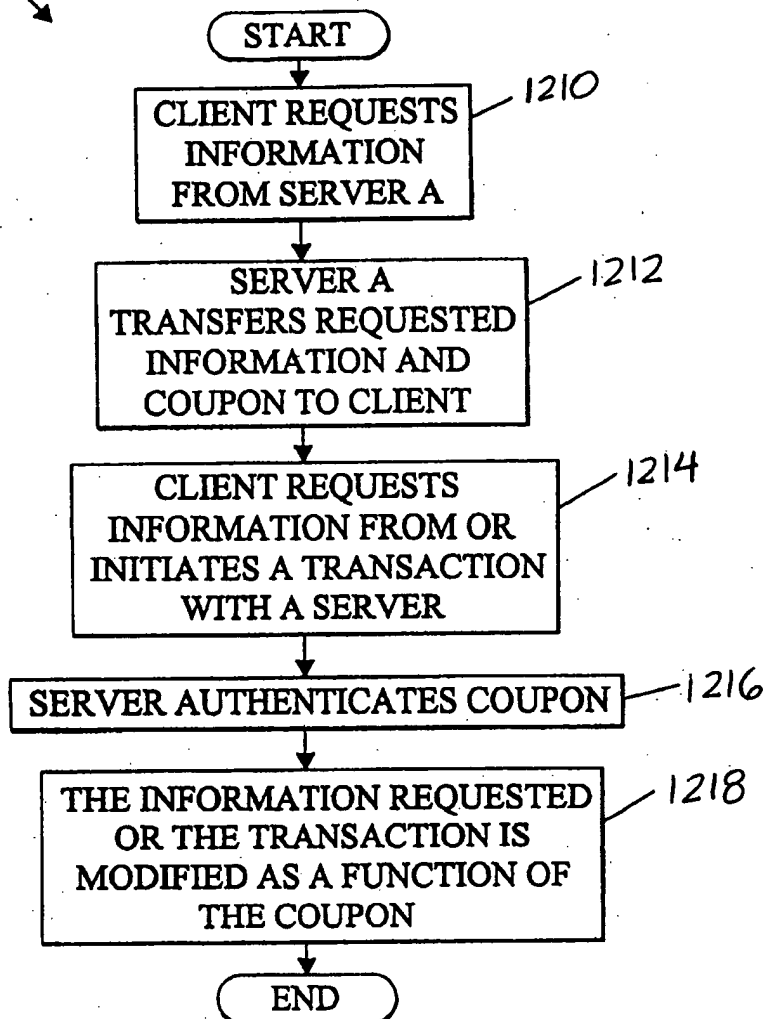


FIG. 102

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Replacement Sheet 15/17

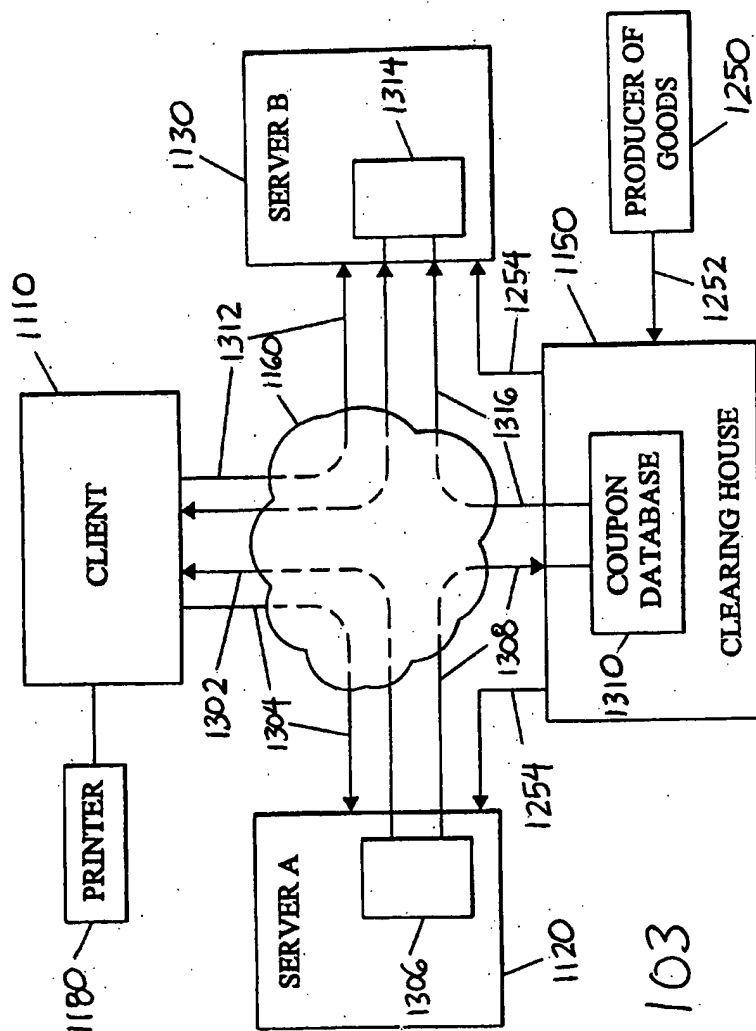
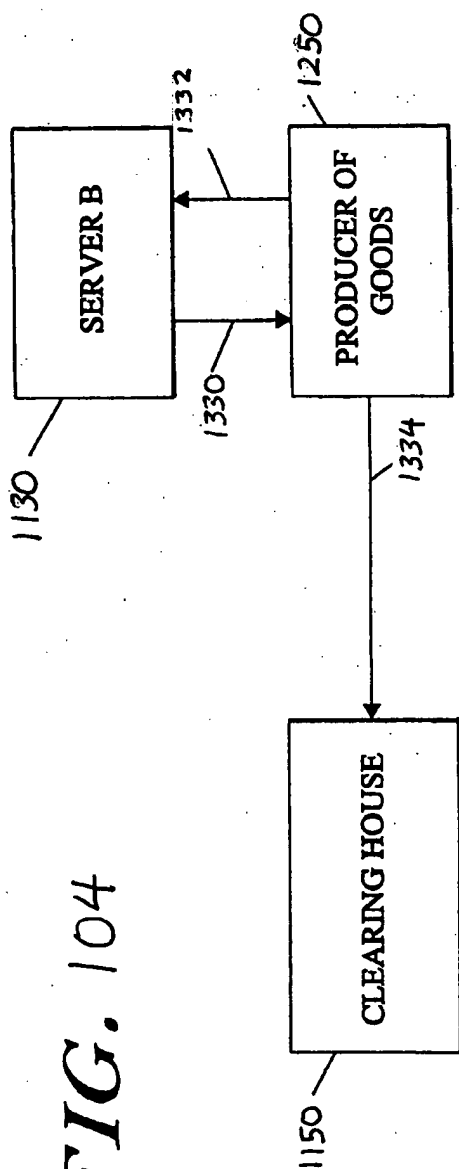


FIG. 103



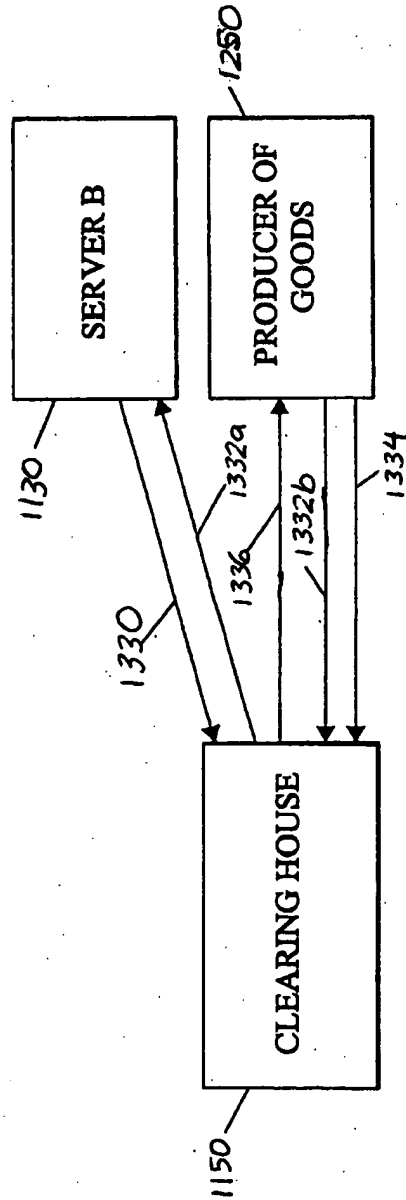
Replacement Sheet 16/17



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Replacement Sheet 17/17

FIG. 105



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